



146886

K19P 1167

Reg. No. :

Name :

III Semester M.A. Degree (CBSS-Reg./Suppl./Imp.)

Examination, October - 2019

(2016 Syllabus) (2017 Admn. Onwards)

JOURNALISM AND MASS COMMUNICATION

MCJ 3C09 : PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Time : 3 Hours

Max. Marks : 60

Answer Question 1 and **Four** others. All questions carry **12** marks each.

- I. Write short notes on any **four** of the following.
 1. PRSI.
 2. Spin Doctors.
 3. Differentiate propaganda and publicity.
 4. Grapevine.
 5. Crisis management.
 6. Corporate branding.
 - II. From the numerous definitions of Public Relations, which one do you consider as apt and suitable to describe the present day scenario? Give reasons for your answer.
 - III. Discuss the corporate communication activities of any one major business house in Kerala. Critically evaluate how it has helped the organization.
 - IV. Briefly state the important tools of Public Relations.
 - V. Prepare a press release in 200 words announcing the launch of a NGO to work for the cause of protection of women from sexual harassment at workplace.
 - VI. Detail the important role of House Journals in an organization.
 - VII. Examine the functions of corporate communication.
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